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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/519,639	02/08/2006	Jan Matthijs Jetten	0470-048036	9145
28289 7590 11/04/2009 THE WEBB LAW FIRM, P.C.			EXAMINER	
700 KOPPERS	BUILDING		CHAUDHRY, SAEED T	
436 SEVENTH AVENUE PITTSBURGH, PA 15219			ART UNIT	PAPER NUMBER
			1792	
			MAIL DATE	DELIVERY MODE
			11/04/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Advisory Action Before the Filing of an Appeal Brief

Application No.	Applicant(s)	
10/519,639	JETTEN ET AL.	
Examiner	Art Unit	

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Continuation of 11. does NOT place the application in condition for allowance because: The applicant argued that this method would not be obvious in view of the cited triple combination of references because it would not be obvious to pick and choose the features of unrelated art (none of which are directed to cleaning membranes in the beverage inductry) to recreate the applicants' claimed method. This argument is not persuassive because Jenning discloses that it is conventional to use back flushing membrane surfaces of food material having fungus and bacteria on membranes, which include beverages. Additionally, as to the argument deficiencies of each reference on an additional basis, The examiner note that nonobviousness cannot be established by attacking the references individually when the rejection is predicated upon a combination of prior art disclosure. See In re Merck & Co, Inc., 800 F. 2d 1091, 1097, 231 USPQ 375, 380 (Fed. Cir. 1986).

The applicant argued that Doddeman, like Schuchardt, is primarily directed to treating wastewater rather than membranes. This is unpersuassive because Doddema is cited to show that is is known to treat phenols with transiton metal and peroxide peracid.